

## **SURVEYHEALTHCARE STRENGTHENS DELIVERY TEAM IN US WITH ADDITION OF TWO KEY HIRES**

**FEBRUARY 4, NEW YORK, NY:** SurveyHealthcare (SHC), a market leader in custom healthcare survey solutions and online data collection today announced the appointment of Mili Bhatia as Senior Vice President, Project Services and Linda Nguyen as Vice President, Client Relationships.

In her new role based out of the Company's New York office, Mili Bhatia will directly manage the Quantitative, US Operations team, responsible for all aspects of project delivery. This involves working in conjunction with clients and internal teams to execute on fielding deliverables inclusive of questionnaire programming, translations/overlays, data review, coding and tabulations. Mili will also spearhead trainings & implement efficiencies within the operations team to ensure Perfect Data.

Mili brings 18+ years' experience in healthcare market research, managing daily internal operations, panel management, as well as new and existing client expectations for high level/complex opportunities. As Vice President of Engagement for P/S/L Group, she was responsible for optimizing both the front and back end HCP user experience for online surveys. Mili joined P/S/L Group from Sermo (fka WorldOne), where she held various roles during her 10-year tenure, including Vice President of Strategic Initiatives, North America, Vice President of Client Services, and other leadership roles. Additionally, she worked for The Kantar Group and All Global Ltd (fka WebSurveyResearch). Mili holds a BA in Psychology with a minor in Marketing from Hofstra University.

Linda Nguyen will support Business Development efforts by managing and maintaining new and existing client relationships, as well as facilitating in the development of new prospects. She will work directly with clients to create proposals for incoming opportunities, and collaborate with the project management team at SurveyHealthcare to transition awarded projects into fielding seamlessly.

Linda brings 15+ years' experience in effective project management and delivery of healthcare market research products, as well as maintaining client relationships in conjunction with sales teams. She recently served as Director of Operations and Business Development at Bacchus Angels, where she served as the primary lead and contact on client accounts with a particular focus on driving new business, revenue generation, and operational success. Additionally, Linda held the role of Team Lead, Healthcare and Strategy at Research Now, as the primary lead on client accounts, and oversaw appropriate research methodology and techniques to help meet client's needs.

*"Both Mili and Linda bring deep-rooted industry expertise and vast relationships to SHC, in order to solidify our partnership building efforts," said Jerry Arbittier, CEO, SurveyHealthcare. "It is a testament to SHC's reputation and extraordinary growth that has allowed us to attract this type of talent."*

### **ABOUT SURVEYHEALTHCARE**

**For over 15 years, SHC has been providing access to physicians, allied healthcare professionals, payers, decision makers and key opinion leaders around the world. It provides project management, sample access and custom survey solutions to a variety of market research firms, management consulting firms, big data companies, and a variety of other users of healthcare data collection. For more information, visit [www.surveyhealthcare.com](http://www.surveyhealthcare.com).**